This Week in The Chronicle

July 1, 1992

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AN AMERICAN CUBIST
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MARGINALIA

From a report on research at the State University of New York at Binghamton:

"As for Faculty Research Support Grants Program, I have no suggestions—only praise. I feel an enormous debt to the Research and Sponsored Programs Office. In my experience, it has been an oasis of efficiency in the SUNY bureaucratic sea."

Where nomad is an island.

■

From *The College World*, the student paper at Adrian College:

"Into the Streets, a national outreach, recruitment, and education program, has taken Adrian College by storm. 'We only expected about 100 students to participate,' says Seana Monahan, the coordinator for volunteer services, 'we will probably have between 100-200 students in the program.' . . .

"The concept of Into the Streets, according to Monahan, 'is to immobilize as many students as possible for a day of community service in hopes that students will commit to further community service on their own, in the future.' "

It's worth a try.

■

News from Lyndon State College:

FOR IMMEDIATE RELEASE

MOOSE AMBLES ACROSS CAMPUS IN VERMONT

"Faculty and staff members of Lyndon State College, located in Vermont's 'Northeast Kingdom,' greeted a four-legged visitor to their campus on Friday afternoon. . . .

"A full-grown cow moose, standing almost six feet tall, ambled across the lawn in front of the campus' administration building at 1:45 p.m., paused on the soccer field and then darted up the hill into the woods surrounding the campus. Witnesses estimate the moose remained on the campus for about five minutes before making her hasty retreat.

" 'Perhaps she felt behooved to better herself,' explained Dr. Peggy R. Williams, president of the college. 'She probably heard that we offer a number of interesting fields that she can study.' "

■

From *Philanthropic Digest:*

"Iowa State University's largest capital campaign effort, 'Partnership for Prominence,' has surpassed the $100 mark in its drive to raise $150 million."

Congratulations! A journey of a thousand miles begins with a single step.

■

Headline in the Durham (N.C.) *Herald-Sun:*

U.S. TEACHERS LOOKING TWICE AT ABISMAL SCIENCE SCORES

And three times at the spelling scores, we hope. —C.G.

In Brief

Officials clear dean of alcohol charges

MORAGA, CAL.—The Contra County District Attorney has dropped charges against the dean of student affairs at Saint Mary's College of California, who the police said had allowed under-age students to drink beer at a campus picnic. The dean, Ronald Travenick, was charged on grounds that he was the supervisor of the event. The District Attorney decided that the picnic was a private party organized by student groups and that the dean should not be held responsible. ■

Student foils burglar at fraternity house

DES MOINES—A Drake University fraternity member foiled a would-be burglar at the Sigma Alpha Epsilon house last week.

Rick Hosley, who will be a junior this fall, saw a man climbing down the outside stairs from the second floor with a videocassette recorder. Other fraternity members helped Mr. Hosley chase, catch, and restrain the thief. Mr. Hosley then sat on him until police arrived a few minutes later.

Police arrested John Westly Sykes and charged him with second-degree theft and violation of parole. ■

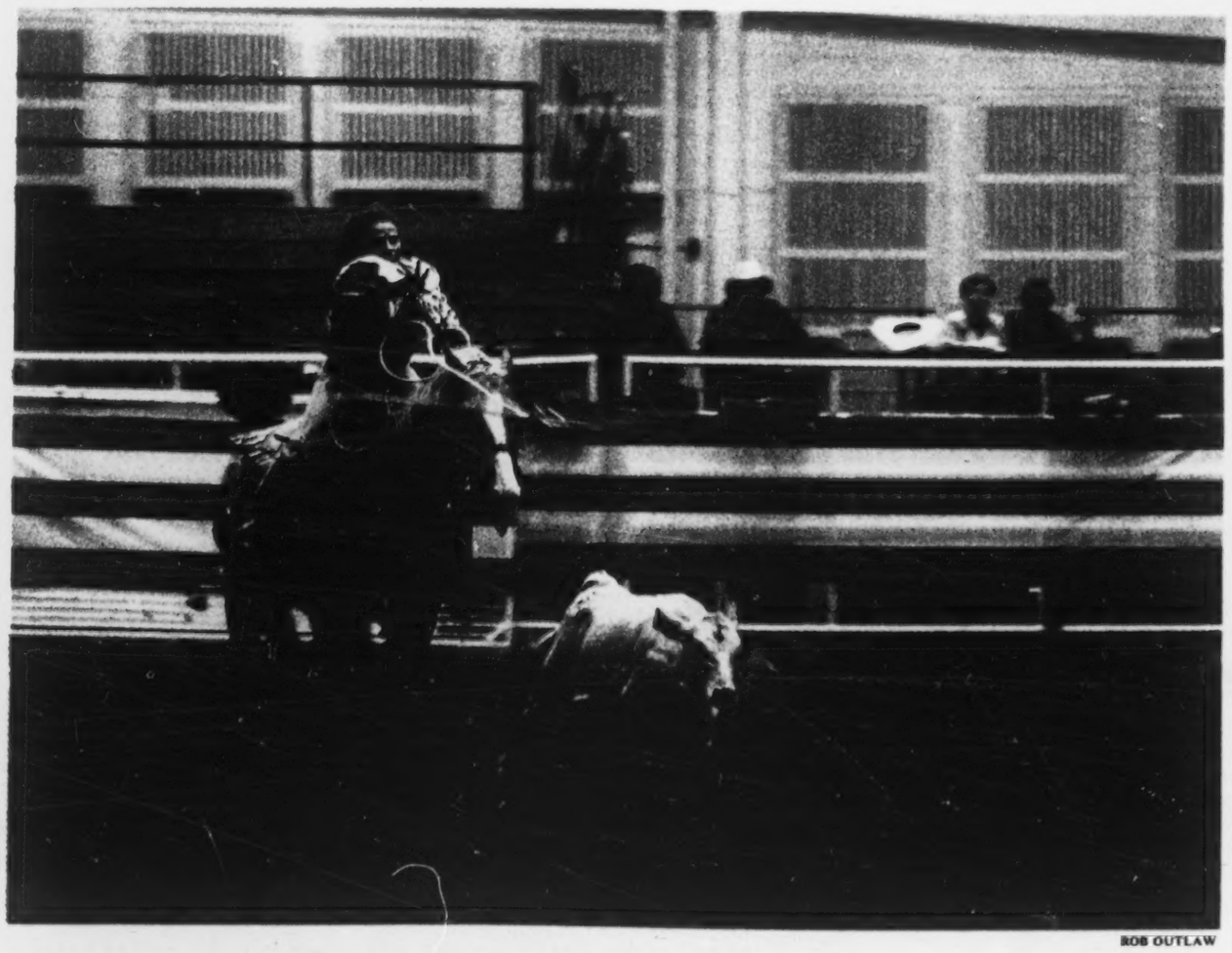
DITH PRAN, THE NEW YORK TIMES

President of CUNY's City College will resign

NEW YORK—After a year filled with controversy, the president of City College of the City University of New York will resign, effective August 31.

The resignation of Bernard W. Harleston, who has been president of the college for 11 years, was announced after a Board of Trustees meeting last week. Both Mr. Harleston and C. Ann Reynolds (*above*), chancellor of CUNY, told reporters he was leaving voluntarily. In the past year, City College has been rocked by the deaths of nine people before a concert held on the campus and by an uproar over racially charged remarks made by two of its professors.

Augusta Souza Kappner, president of the Borough of Manhattan Community College, will serve as acting president of City College. ■



ROB OUTLAW

Calf roping and bull riding at the college rodeo finals

BOZEMAN, MONT.—Three hundred cowboys and cowgirls competed at the 43rd annual College National Finals Rodeo for National Intercollegiate Rodeo Association titles.

The event was held at Montana State University. Students competed in calf roping, bull riding, goat tying, barrel racing, bareback riding, saddle-bronc riding, and team roping.

Walla Walla Community College stripped the women's title from the the University of Wyoming, a two-time defender. Southwest Oklahoma State University ousted the men's two-time defending champion, Montana State University, to secure the men's title. ■

Louisiana State U. bars anti-abortion rally

BATON ROUGE, LA.—A student group says that by refusing to allow an anti-abortion rally in a campus theater, Louisiana State University has discriminated against organizations that oppose abortion.

University officials deny the charge. They say that Operation Rescue, a national anti-abortion group, was the rally's real sponsor. Outside groups can use campus facilities only if the event is co-sponsored by a student group.

Garry Ballard, a spokesman for Louisiana State, said Operation Rescue had approached the university about using its facilities. He said the request had been denied because the campus group, Students for Life, did not plan the rally and would play only a nominal role in the event.

Floyd Gonzalez, president of Students for Life, says the group has no ties to Operation Rescue and should be allowed to use the theater. ■

Student pleads guilty to setting campus fires

MANKATO, MINN.—A Mankato State University student who was charged with setting a string of fires at the university has pleaded guilty to all 14 arsons.

The student, Mitchell Lang, is said to suffer from schizophrenia and is likely to serve no jail time under a plea agreement reached last week in Blue Earth County District Court.

Mr. Lang was a senior when he was arrested in April in connection with fires that struck the university from June 1991 to last January. No one was injured, but damage from the evening blazes is estimated to be as much as $680,000.

Mr. Lang testified that he had started the fires because of increasing anger against a philosophy professor, who had failed Mr. Lang on a test. The student is to be sentenced in August. ■

Corrections

■ An item about a trademark dispute (*The Chronicle*, June 17) incorrectly said Oklahoma State University had been granted a patent for its logo. It was issued a trademark registration.

■ Because of incorrect information from the National Aeronautics and Space Administration, a list of Congressional earmarks (*The Chronicle*, April 15) wrongly identified a $2-million appropriation from NASA as a project at Wheeling Jesuit College. The project, called ADAnet, is conducted by a company in West Virginia. ■

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Business & Philanthropy

Give & Take

After taking a critical look at the role it should play in the 1990's, the Council for Advancement and Support of Education has decided to add a new dimension to its programming.

Each year the council conducts about 100 workshops and conferences nationwide on fund raising and public relations for its nearly 3,000 members, of which about two-thirds are two- and four-year colleges.

But many institutions have complained that they cannot afford to travel to the meetings, which are usually held for several days in large cities. "We're not reaching community colleges. We're not reaching small institutions. We're not reaching historically black institutions," says Peter McE. Buchanan, president of CASE.

So the organization has created the "Ten + Most Wanted Program," which will offer 11 one-day workshops at colleges in its eight regional districts.

The workshops will cover such often-requested topics as "advancement writing at its best" and "marketing two-year institutions."

The new conferences are part of a larger restructuring plan that CASE will announce at its annual conference this month.

According to a draft of the plan, CASE will focus on helping colleges deal with challenges of the 1990's—such as repairing higher education's tarnished image and managing higher education in an era of reduced financial support from government.

The organization will continue to hold its larger, national workshops, which will be directed at more-sophisticated development operations. CASE's vice-president for special projects, Donna M. Orem, said the group hopes the new workshops will "hit an entirely new niche of people who haven't had access before."

■

An anonymous donor has given money for three "Road to Recovery" scholarships at Portland Community College for recovering drug or alcohol addicts.

The scholarships will provide three students with $1,000 each in the next academic year—a little less than a year's tuition.

The donor stipulated that applicants must have completed one year of sobriety and be involved in a 12-step recovery program. They must also be full-time students at the college and maintain a 2.5 grade-point average. The names of the recipients and the donor will remain confidential.

The gift is not part of an endowment, but college officials said they hoped the donor would continue it if it is successful.

"We've never had a scholarship of this sort before," said Mark Skolnick, executive secretary of the Portland Community College Foundation. "It is a unique opportunity to help people."

Donations to Charity Rose 6.2% in 1991, Apparently Buoyed by Market's Recovery

Education sees gain of 7%; individuals play major part

By JULIE L. NICKLIN

The stock market's recovery at the end of 1991 appears to have given a boost to charitable giving. Earlier that year, many organizations had seen donations drop.

Despite the recession, individuals, foundations, and corporations donated a total of $124.8-billion to non-profit groups and charitable causes last year—a 6.2-per-cent increase from $117.5-billion in 1990. When adjusted for inflation, giving increased 1.4 per cent.

The findings will appear in the forthcoming annual edition of *Giving USA*. The report, which tracks giving to non-profits, is compiled by the American Association of Fund-Raising Counsel Trust for Philanthropy, in New York.

Health, Human Services Lose Ground

Giving to education, including both schools and colleges, increased at a rate slightly higher than overall giving, rising 7 per cent to $13.3-billion.

Gifts to religion, the arts, international affairs, and the environment also increased, while those to health organizations, and human-service and social groups remained virtually steady or dropped.

Ann E. Kaplan, editor of *Giving USA*, says the results show a "shift of interest in education" following several years in the late 1980's when donations to education had lagged.

The report attributes the end-of-the-year upturn largely to the stock-market recovery in November and December. Many people waited until the end of the year to make gifts, and the market's performance appears to have made some donors more generous. The increasing number of Americans who are becoming wealthy and entering into the prime giving age range of 35 to 64 also contributed to the growth, the report says.

For much of 1991, however, some fund raisers saw drops in the annual gifts they usually could count on from donors, the report says. Gifts from foundations and corporations didn't increase as much as they have in past years. On the other hand, wealthy individuals increased their overall giving. Non-profit groups that had the most successful years were those in the midst of capital campaigns.

College fund raisers say that for the most part, the giving patterns reported by *Giving USA* have played out on their campuses.

80% Comes From Individuals

The 7-per-cent growth rate in giving to education, which outpaced inflation by 2.2 percentage points, is stronger than that revealed by a 1991 survey on giving to higher education by the Council for Aid to Education.

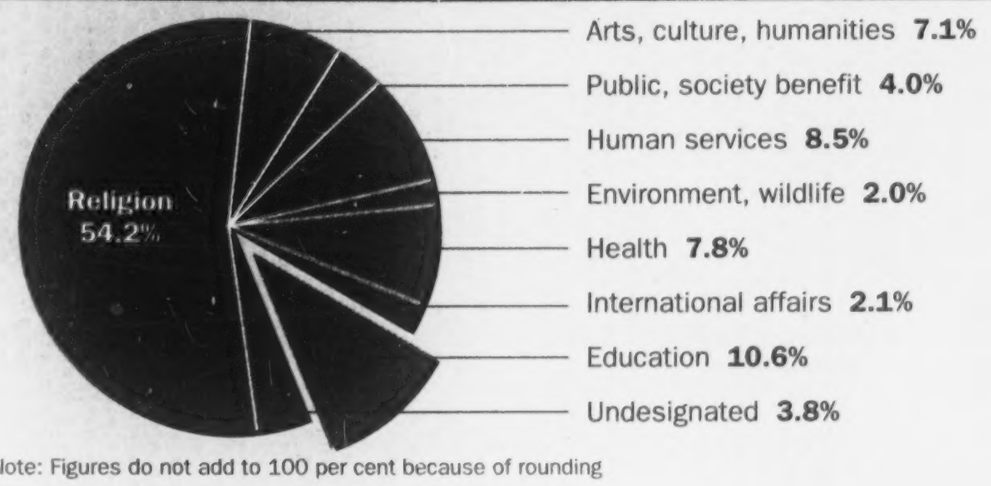
The council's report, released in May, said donations to the nation's colleges had increased 4 per cent in 1991, but declined 1 per cent in inflation-adjusted dollars. The council's survey covered the fiscal year ending June 30, 1991, and did not show the effect of the stock market's resurgence in November and December.

According to *Giving USA*, more than 80 per cent of all 1991 giving came from individuals. Gifts by living individuals rose 6.8 per cent, while bequests grew only slightly—1.9 per cent.

Wide disparity existed among the wealth of the people who were giving, the report suggests. Many rich people who can make gifts from the income they earn on investments were able to make major gifts, even though some recent studies had suggested that individual millionaires aren't as gener-

Continued on Following Page

Charitable Giving, 1991



Note: Figures do not add to 100 per cent because of rounding

Area	Amount	1-year change: Current dollars	1-year change: Adjusted for inflation
Religion	$67,590,000,000	+6.8%	+2.0%
Education	13,280,000,000	+7.0	+2.2
Human services	10,610,000,000	–10.2	–14.3
Health	9,680,000,000	–2.2	–6.7
Arts, culture, humanities	8,810,000,000	+11.6	+6.6
Public, society benefit	4,930,000,000	+0.2	–4.3
International affairs	2,590,000,000	+16.5	+11.3
Environment, wildlife	2,540,000,000	+10.7	+5.8
Undesignated	4,740,000,000	—	—
Total	**$124,770,000,000**	**+6.2%**	**+1.4%**

SOURCE: AAFRC Trust for Philanthropy

CHRONICLE CHART BY JOJO GRAGASIN

'Urgent Open Letter' Calls on Trustees to Be More Effective Leaders of Colleges

By GOLDIE BLUMENSTYK

Another group has called on colleges to change the way they do business by adopting realistic financial and academic goals. But this time it's the messengers that are unusual, not the message.

The critique came from 36 "deeply concerned" college and university trustees who together have ties to 40 public and private institutions and also are affiliated with the same investment-banking company.

All of the trustees are partners or retired partners at Goldman, Sachs & Company, or are partners' spouses. More than a dozen of them are part of an informal group at Goldman, Sachs that has been meeting about four times a year since 1989 to discuss common problems and issues related to their college service.

Now, in an "urgent open letter to fellow trustees" in the May-June issue of *AGB Reports*, the magazine of the Association of Governing Boards, the trustees have called on their counterparts to become more active in setting and monitoring policy.

"The nature of the economic challenges facing higher education and the increasing complexity of colleges and universities require that trustees become more effective leaders of their institutions," the three-page letter says.

Too Many Lunches

Trustees should insist that institutional priorities be established and financed, that their institutions budget for annual maintenance and equipment costs, and that trustee meetings themselves deal with important issues, the letter says.

Too often at meetings, trustees hear from the president, attend committee meetings, and "have a very nice lunch and dinner," said J. Fred Weintz, Jr., a trustee

Continued on Following Page

Gifts to Education Rose 7% in 1991, Due to Late Surge

Continued From Preceding Page
ous today as their predecessors were. By contrast, annual gifts from people who donate from their earned income dropped off.

That trend was evident at many colleges and universities where annual-fund drives faltered. Such drives typically ask alumni, parents, and friends to give $50, $100, or $1,000.

'Significant Factor'

The donors, say college fund raisers, were worried about the recession and their jobs and didn't know how much money they could afford to give (*The Chronicle*, March 4).

"It was the most significant factor in not meeting our goal," says William M. Hardt, director of annual giving at Princeton University.

Princeton's annual fund fell $800,000 short of the $19.5-million it hoped to raise in 1991.

Several college fund raisers agreed that an institution's success in bringing in major gifts depended upon whether the campus was engaged in an aggressive fund-raising effort.

TOM COGILL FOR THE CHRONICLE

H. Gerald Quigg of the U. of Richmond: "We couldn't even get an appointment with a company, much less a donation."

The University of Colorado Foundation, for example, says its announcement of a $200-million capital campaign in October 1990 enabled the campus to garner several major donations, including a $5-million gift from an anonymous donor and $2-million from an alumnus. To date, the foundation has received $189-million in gifts and pledges.

"Had we not been in a campaign, we would have just treaded water," says Betsey Jay, the foundation's vice-president of communications. "I'm not sure those gifts would have come through without it."

Donations from foundations to all non-profit organizations increased by 7.3 per cent, to $7.8-billion. But the growth was slower than that reported the year before. Corporate giving increased only 1.7 per cent, to $6.1-billion.

A Shift in Focus

Many colleges have noticed a sluggishness in corporate and foundation donations. Fund raisers say some foundations are choosing to concentrate their giving to education in elementary and secondary schools. Many companies are reluctant to give because their profits are weak.

"We couldn't even get an appointment with a company, much less a donation," says H. Gerald Quigg, vice-president for development and university relations at the University of Richmond.

Other institutions say corporate donations are still coming in. Colorado received at least two major donations totaling $8-million from companies in 1991. "We've been extremely aggressive," says Colorado's Ms. Jay.

10% Drop for Human Services

For some non-profits, 1991 was a boom year. International-affairs groups saw the greatest rise in donations, with gifts increasing 16.5 per cent, to $2.6-billion.

Donations to the arts grew by 11.6 per cent to $8.8-billion. Gifts to environmental causes rose 10.7 per cent, to $2.5-billion. Those to religion went up 6.8 per cent, to $67.6-billion.

The largest decline was felt by human-services groups, which experienced a 10.2-per-cent drop to $10.6-billion.

Donations to medical clinics and health groups also declined 2.2 per cent, to $9.7-billion. Gifts to community groups held virtually steady, at $4.9-billion.

The figures in *Giving USA* are based on data reported to the Foundation Center, a Washington-based organization that distributes information about philanthropic funds; on surveys of large foundations conducted by the association; on information compiled by the Council for Aid to Education, the Conference Board, and Independent Sector; and on several econometric formulas.

Many of the 1991 figures will be revised, just as those in previous years have been, to include more comprehensive data and to use new calculation methods.

The American Association of Fund-Raising Counsel is made up of major consulting companies that help institutions plan and conduct capital campaigns. The Trust for Philanthropy is the association's research arm.

Copies of the 1992 edition of *Giving USA* will be available in August for $45, prepaid, from the AAFRC, 25 West 43rd Street, New York 10036. ■

'Urgent Letter' Urges Bigger Trustee Role

Continued From Preceding Page
at Norwich, Pace, and Stanford Universities and one of the organizers of the letter.

"Sure it's prestige and all that," Mr. Weintz said of the benefits of being a trustee. But he said the authors hoped the letter would remind their fellow trustees of their real responsibilities. "If you're going to be involved, be involved. Because these institutions need help."

Another signer of the letter, Robert M. Conway, a trustee at the University of Notre Dame, said the financial issues facing colleges today "require a more active involvement than three or four meetings a year."

Mr. Weintz said the letter should not be read as a call for trustees to get "involved in the nitty gritty." But, he said, trustees should be "asking the questions and making sure people are focusing on these things."

Scandals and Criticism

The letter also takes passing notice of research "scandals" that have affected the image of higher education. Mr. Weintz said he was aware that trustees at Stanford had been criticized for being inattentive to charges that Stanford overbilled the federal government for research costs. He said he and his fellow board members believed they had dealt with that issue properly, but "as it turns out, we didn't do enough." ■

COMING AUGUST 5

AN EVEN MORE USEFUL EDITION OF

EVENTS IN ACADEME

You'll want to save this extraordinarily useful compendium of forthcoming meetings, conferences, seminars, and other noteworthy events in higher education. This fall's edition will be more useful than ever. In addition to the comprehensive listings, you'll find articles on how successful meeting planners work (and sometimes stumble); on academic travel in Eastern Europe; and on "how conventions help us celebrate the comings and goings in our lives that give special delight, special pain." Don't miss this pull-out special—in The Chronicle's August 5 issue.

Be sure to reserve advertising space.

To call extra attention to the events you sponsor, you're invited to insert an advertisement in this special section of The Chronicle. Deadline for space reservations and materials: Friday, July 17. Phone our Display Advertising Department today: (202) 466-1080; ask for Gina Hill.

The listing of events in the *news columns* of this special supplement is free, and information for inclusion in those columns is welcomed for consideration by the editors.

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PRIVATE GIVING TO COLLEGES AND UNIVERSITIES

KRESGE FOUNDATION
P.O. Box 3151
3215 West Big Beaver Road
Troy, Mich. 48007-3151

Facilities. For renovation of facilities for the biology department: $300,000 to Canisius College.

—For renovation of a residence hall: $300,000 to Maryville College (Tenn.).

LILLY ENDOWMENT
2801 North Meridian Street
P.O. Box 88068
Indianapolis 46208

Higher education. For a study of the changing characteristics of today's undergraduates and the implications of those changes for higher education: $126,178 over two years to Harvard U.

—For research on faculty members' and administrators' perceptions of the balance between teaching and research: $362,103 over three years to Syracuse U.

Leadership. For leadership programs in Marion County, Ind.: $161,135 to Butler U.

Philanthropy. For research on philanthropy: $250,511 over three years to Teachers College of Columbia U.

Religion. For dissemination of the findings of a Lilly-supported study of religious orders in the United States: $451,261 over three years to DePaul U.

—For a national study of Catholic religious-education programs for young people and adults: $491,844 over two years to Educational Testing Service.

—For study of religious thought in American culture: $266,083 to Princeton U.

—For research on American religious history and theology: $248,450 over three years to Yale U.

Theological education. For research on the issues, themes, and models in theological education: $101,750 over two years to Columbia Theological Seminary (Ga.).

—To share information about the teaching and practice of spiritual formation of seminary students: $133,930 to North Park College and Theological Seminary.

—For research and writing on the theological education of African Americans and the history of African-American churches: $215,000 over three years to Washington Theological Union.

TISCH FOUNDATION
667 Madison Avenue
New York 10021-8087

Support. For the capital campaign: $10-million to Tufts U.

GIFTS & BEQUESTS

Albertson College. For facilities: $6-million from Gladys Langroise.

Auburn University. For the college of engineering: software valued at $4.7-million from Mentor Graphics Corporation.

Bates College. For scholarships: $2.7-million from the estates of Wallace W. and Lillian Fairbanks and $1-million each from two anonymous donors.

—For support of programs: $1-million from Jean and James L. Moody, Jr.

Colby College. To endow the directorship of the art museum: $1-million from an anonymous donor.

Georgetown University. For support of programs: $1.5-million from the estate of Frederick J. Haas.

Harvard University. For a professorship in environmental management: $2.5-million from Mrs. John Heinz.

Marshall University. For a new building on the campus: $500,000 from Wilber Myers.

New York University. For the Management Education Center in the school of business: $1-million from Henry Kaufman.

Occidental College. For a student center: $5-million from J. Stanley and Mary W. Johnson.

Rosary College. For the Sports Forum: $1-million from John P. Igini.

Union College (N.Y.). For a new theater building: $3-million from Morton H. and Helen Yulman.

Yale University. For support of programs: $51-million from the Class of 1942.

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Quote, Unquote

News Summary: Page A3

"This decision is a great thing. It's the most important thing since *Brown* v. *Board of Education*."
Alvin O. Chambliss, Jr., on the Supreme Court's ruling on Mississippi's colleges: A16

"She's done a Samson thing on the whole damn church."
An English professor, on a scholar's argument that Mark Twain based Huck Finn on a black youth: A6

"The battle isn't over. We intend to continue to try to create more public awareness of the way in which the NEH is simply becoming a branch office of the National Association of Scholars."
An English professor who opposes eight nominees to the National Council on the Humanities: A15

"We have seen the cost estimates for the SSC more than double in three years, yet we are told the project must continue. Why, in a period of fiscal austerity, are we, in effect, giving the SSC a blank check?"
A Senator, on warnings from SSC supporters that its death will damage American science: A26

"It ought to be evident that while virtually everyone thinks they know a great deal about television, few really do, and fewer still leave the university with any systematic appreciation of this vital and compelling medium."
Director of the Freedom Forum Media Studies Center at Columbia U.: B1

"It is a long way from burning crosses on Minnesota lawns to banning certain kinds of words and epithets on college campuses."
A law professor, on the need to re-evaluate campus speech codes: A40

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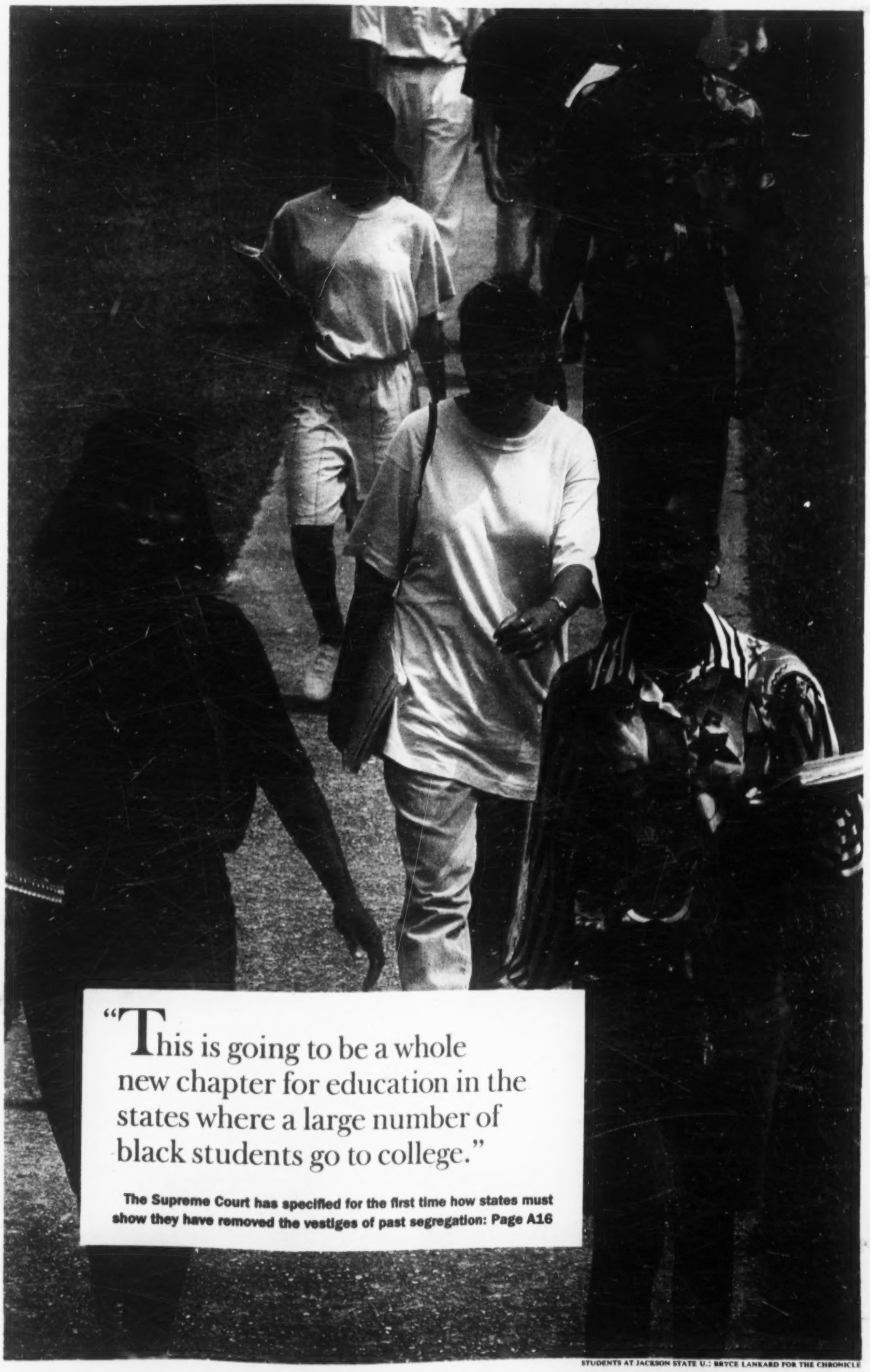

"This is going to be a whole new chapter for education in the states where a large number of black students go to college."

The Supreme Court has specified for the first time how states must show they have removed the vestiges of past segregation: Page A16

STUDENTS AT JACKSON STATE U.: BRYCE LANKARD FOR THE CHRONICLE